

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, June 20, 2011
Partnership Offices
Conference Room B – Mansfield Town Hall
(860) 429-2740
5:00 p.m.**

Minutes

Present: Tom Birkenholz, Kim Bova, Natalie Miniutti, and Barry Schreier

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:00 pm.

2. Review *Festival* site

Tom Birkenholz, Kim Bova, Natalie Miniutti, Barry Schreier, and Ms. Paterson walked through the *Festival* site and discussed possible options for booth and activities placement.

3. Public comment

The meeting continued in Conference Room B at 5:30 pm.

There was no public comment.

4. Approve Minutes from May 16, 2011

Mr. Schreier moved to approve the Minutes as presented.

Ms. Miniutti seconded the motion.

The Minutes were approved unanimously.

5. Review Task List

Set-up: Ms. Miniutti shared a revised draft of the site plans with the sub-committee. She discussed the ideas from the site walk through. Ms. Miniutti asked if the large Storrs Center banner, which in past years was displayed behind the stage, could be hung across Storrs Road for the event.

Ms. Paterson said that the Partnership had researched the idea of hanging banners across the road in the past and found that the practice is not permitted on state roads, such as Storrs Road.

Ms. Miniutti will ask Ralph Pemberton if the banner can be hung from the side of the building behind the *Festival* stage.

Mr. Birkenholz asked if the a-frame signs could be placed along the high school side of the road.

Mr. Schreier would like the parade watchers to be considered when placing banners or signs on that side of the street.

Ms. Bova asked about placing the signs at the corners.

Ms. Paterson suggested having the a-frame signs on the opposite side of the road during the Parade and asking volunteers to move them across the street once the Parade has finished. **She will add that task to the volunteers list [Done].**

Activities: Ms. Paterson sent a second email to past participants inviting them to participate this year. She reported that the Jorgensen Center for Performing Arts, the UConn Hula Hoop Society, and the Ballard Institute and Museum of Puppetry have all confirmed that they will host activity booths.

Mr. Schreier asked Ms. Paterson to send him the contact information for the Hula Hoop Society **[Done].**

Mr. Birkenholz will see if a pet therapy group from Windham Hospital would like to have a booth.

Ms. Paterson noted that the deadline to reserve a booth is the end of July. She added that the information is on the Partnership's *Festival* website.

Ms. Paterson will follow-up with Shawn Kornegay about the Boy Scouts [Done].

Ms. Paterson will contact Jim Hintz to discuss his office's participation and UConn participation in general [Done].

Advertising: Ms. Paterson reported she had reserved time for a movie ad at the UConn Student Union and space for table tent ads with UConn Dining Services. **She added that an ad and text will be submitted to Mansfield's Parks and Rec brochure and she will post the information on facebook [Done].**

Ms. Paterson shared information about advertising on the UConn shuttle bus system.

Mr. Schreier said that he had advertised in the buses for other events and had positive results.

After some discussion, the sub-committee agreed to pursue having an ad in the buses for the two weeks prior to the *Festival*. **Ms. Paterson will reserve space for and create the ad [Done].**

Ms. van Zelm shared the color options for the t-shirts with the sub-committee. She recapped a previous discussion about the possibility of having one color for the volunteers and a second color to

sell as a fundraiser. She added that the price is dependent on the total number of shirts, not on the color of those shirts.

The sub-committee expressed their preference for the lime shirt for the volunteers and the Irish green for selling.

Ms. Miniutti noted that for other fundraisers, organizations she worked with marked the shirts up by four or five dollars.

Art: Ms. Paterson reported that the period for art submissions had begun.

Food: **Ms. Paterson will put together the vendor packet to send to interested restaurants and groups [Done]. She will also do follow-up phone calls to past participants and new restaurants.**

Music: Ms. Paterson reported that Kidsville Kuckoo Revue is confirmed. She added that Bruce John said he could assist as a stage manager for the event.

The sub-committee discussed a review process for the smaller, local performances.

Ms. Bova suggested asking people or groups to post a video to YouTube or to send in a DVD along with some background information.

Mr. Birkenholz suggested not limiting the performances to music groups.

Ms. Bova said she would not like to see musicians excluded due to concerns about setting up in the allotted time. She suggested adding a note that all performers will need to set-up, perform, and tear-down in the specified time and that they should bring people to assist if needed.

Ms. Paterson will draft an announcement based on the discussion for the sub-committee's review [Done].

Parade: Mr. Schreier and Mr. Birkenholz reported that several groups had already confirmed, including the E. O. Smith cheerleaders and band.

Mr. Schreier asked if Storrs Center Cycle would do the bike tune-up for the "tykes on bikes."

Ms. Paterson will confirm that the bike shop will participate again.

Ms. Paterson reported that Dean David Woods had graciously accepted the nomination for 2011 Grand Marshal.

Ms. van Zelm will confirm the UConn Marching Band with Dean Woods.

Ms. Paterson said she will draft a letter to the UConn Men's Basketball Team to invite them to participate in the Parade in honor of their National Championship.

Volunteers: Ms. Paterson said she had begun initial outreach to groups before school ended but did not expect to hear from many until after the fall semester begins. She said she could use some help in coordinating the volunteers.

Ms. Miniutti asked if Matt Farley in UConn's Office of Community Outreach could help find students to march in the vegetable costumes.

Ms. Paterson said that, in past years, she had applied for volunteers through Community Outreach's Community Service Days program. **She will add the vegetable costume to the list of activities.**

Sponsors: Ms. van Zelm reported that the sponsorship letters had been mailed.

6. Master Event List

Ms. Miniutti will check with Nick Petit about the mums.

Ms. Paterson said that Thompsons confirmed they can supply the hay bales.

Mr. Birkenholz asked if there was anyone who could do horse drawn wagon rides between the *Festival* and Cornucopia.

Ms. Paterson will see if Cedar Knoll, who provided rides at Winter Fun Day, would be interested and available.

Ms. Miniutti will research the cost of a balloon animal artist.

Ms. Paterson asked if the sub-committee would like the sidewalk drawing activity to be a contest or just for fun.

Mr. Schreier supported the idea of having the sidewalk drawing as a fun activity rather than a contest.

Ms. Miniutti said that the sidewalk drawing can be in the sidewalks in the middle of the lot and the surrounding sidewalks, if needed.

7. Celebrate Mansfield Weekend

Vintage Mansfield: Ms. Paterson said that she and Ms. van Zelm would be meeting with Janet Jones soon to plan the wine tasting.

Picnicpalooza!: Mr. Schreier said that "Big Jump" was not interested in playing at the picnic.

Ms. Paterson said that Janine Callahan had spoken with Dudley Hamlin and Spencer Hamlin; they were interested in playing. **Ms. Paterson will follow-up with Dudley Hamlin.**

8. Adjourn

The meeting adjourned at 6:40 pm.